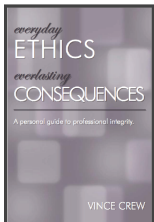
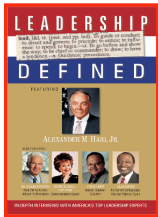




## Vince Crew

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### HOW I SEE IT.

#### YES, Character DOES Still Matter

In spite of daily headlines of asinine athletes and their illegal antics, silly celebrities and their salacious exposes, and unapologetic politicians redefining the consequences of success and failure, character still matters. At least yours and mine do.

While all of us fall short, while we see those around us getting away with lying, cheating, stealing, and worse, while we see double standards and many getting a P.A.S.S. (**P**erverved **A**cceptance of a **S**pecial **S**ituation – as I outline in my book, *Everyday Ethics, Everlasting Consequences* – available on our website), we must try.

We must try to REACH those higher standards. We must try to be examples to those who are watching and depending on us to do the *right* thing. We must stand tall, speak up, and speak out against the craziness of social convention and political correctness that is infiltrating every dimension of our cultural, business, and political lives.

Doing this doesn't require advanced degrees, lofty titles, and wealth – in fact, it appears the smartest, wealthiest people in positions of leadership are the ones in greatest need of ethics reinforcement. While a learned man, Ben Franklin had a very common sense approach for a virtuous life and penned the following around 1730 while in his late twenties:

#### Ben Franklin's 13 Virtues

**Temperance:** Eat not to dullness; drink not to elevation.

**Silence:** Speak not but what may benefit others for yourself; avoid trifling conversation.

**Order:** Let all your things have their places; let each part of your business have its time.

**Resolution:** Resolve to perform what you ought; perform without fail what you resolve.

**Frugality:** Make no expense but to do good to others or yourself; i.e., waste nothing.

**Industry:** Lose no time; be always employed in something useful; cut off all unnecessary actions.

**Sincerity:** Use no hurtful deceit; think innocently and justly, and, if you speak, speak accordingly.

**Justice:** Wrong none by doing injuries, or omitting the benefits that are your duty.

**Moderation:** Avoid extremes; forbear resenting injuries so much as you think they deserve.

**Cleanliness:** Tolerate no uncleanness in body, clothes, or habitation.

**Tranquility:** Be not disturbed at trifles, or at accidents common or unavoidable.

**Chastity:** Rarely use venery but for health or offspring, never to dullness, weakness, or the injury of your own or another's peace or reputation.

**Humility:** Imitate Jesus and Socrates.

When I speak to audiences and work with owners and executives in a number of sectors, I remind them of several things: You can't necessarily change the world, but you can have an impact on your little piece of it. Being an example to family, coworkers, and community members will do more than you could possibly imagine. Simply think of those who have influenced your life. Much of it was simply trying to live each day in a virtuous way.

Thinking twice about the little everyday decisions is what creates an ethical persona and a reputation by which others will know and remember you.

So do your best to try to be your best. You won't always hit the mark, but you'll be a lot closer than the loser who never tried.

At least that's how I see it.

A TIP OR TWO

**Ethical Decision Making is Like Walking Across the Street:**

When you were little, you learned how to be safe while crossing the street. Today, being safe making decisions isn't a whole lot different.

**Stop** Examine various perspectives to ensure you uncover agendas and power plays behind the decision. Doing so will uncover the BLATANT warning signs.

**Look** See if there are more facts not in evidence. Perhaps there's bias. Beware of the need to make a quick decision until you've gathered and analyzed as much as possible. This will uncover HIDDEN agendas.

**Listen** We each have a great deal of experience and history that can guide us to more thoughtful decisions if we rely on it. Remember lessons learned. Don't be afraid to gain other insights from a trusted, confidential source. This will uncover USUAL SUSPECTS in all ethical dilemmas e.g. Power, money, etc.

And **Walk**. Eventually you have to take the first step and keep going. Be ready for criticism. When it comes, if you've followed the above steps, you'll be prepared and confident in defending your actions and moving forward.

THOUGHTS FROM HERE AND THERE

**From Robert Fulgham's "Everything I Ever Needed to Know, I Learned in Kindergarten:"**

Remember the Dick-and-Jane books and the first word you learned - the biggest word of all - look.-- And it is still true, no matter how old you are, when you go out into the world it is best to hold hands and stick together.-- Be aware of wonder. Live a balanced life - learn some and think some and draw and paint and sing and dance and play and work every day some.-- Clean up your own mess.-- Don't worry that children never listen to you; worry that they are always watching you.-- Play fair.-- Don't take things that aren't yours. Put things back where you found them.

...Whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is pleasing, whatever is commendable-if anything is excellent or praiseworthy-think about such things. Whatever you have learned or received or heard from me, or seen in me-put it into practice. And the God of peace will be with you. Philippians 4:8-9

Therefore, since we are surrounded by such a great cloud of witnesses, let us throw off everything that hinders and the sin that so easily entangles, and let us run with perseverance the race marked out for us. Hebrews 12:1

But He said to me, "My grace is sufficient for you for My power is made perfect in weakness." 2 Corinthians 12:9

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**ALWAYS, ALWAYS... Continue to REACH!**

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